Leo Burnett U.S.A.

Media Department

Philip Morris Outdoor

Sep-97

Current Planned Expenditures

2070232154

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LEO BURNETT **MEDIA**
35 West Wacker Drive, Chicago, Illinois 60601, Tel: (312) 220-5959, Fax: (312) 220-3299

September 26, 1997

RECEIVED
SEP 30 1997

Mr. Jim Maggio
PHILIP MORRIS U.S.A.
120 Park Avenue
New York, NY 10017

RE: PHILIP MORRIS SEPTEMBER 1997 OUTDOOR EXPENDITURE SUMMARY

Dear Jim:

Enclosed are the 1997 brand expenditure reports based on the September estimate cut. These reports identify September brand expenditures on-estimate, not on-estimate, and current planned expenditures on a monthly basis.

SEPTEMBER BRAND SUMMARY REVIEW

With this report, OOH current planned expenditures total $111,672,469 including direct billing, stadia, and all planned dollars not on-estimate. Reflected is a net change of (-$383,120). The decrease represents Marlboro space cancellations in Seattle, bulletin adjustments and taxi top billing adjustments.

MARLBORO -- (-$334,256)

Decrease primarily due to Seattle cancellations, New York cab adjustments and Los Angeles bulletin adjustments.

MARLBORO AUTO RACING (-$2,701)

Decrease due to bulletin billing adjustments.

MERIT (-$19,969)

Bulletin and cab billing adjustments resulted in overall decrease.

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BASIC (-$1,044)

Reduction/cancellation of out-of-pocket expenditures resulted in overall decrease.

VIRGINIA SLIMS (-$25,151)

Bulletin and cab adjustments resulted in overall decrease.

Please contact Julia Klaczak (Marlboro), Stephen Carlson (Corporate brands) or me, with any questions concerning this report.

Best regards,

LEO BURNETT, U.S.A.

Donna Marie Baum
Out of Home Media Supervisor

DMB/iak
budget97

Enclosure

2070232156

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cc:

PHILIP MORRIS

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Mr. G. Capreol
Ms. K. Marryshow
Ms. P. LaRusso
Ms. D. Laska
Mr. F. Geovanello

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BUDGET RECAP

Current Planned Expenditures Recap
Monthly CPE Brand Summaries

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1997 CURRENT PLANNED EXPENDITURES RECAP

BRAND	TOTAL CURRENT PLANNED	PREVIOUS CURRENT PLANNED	DIFF. C.P.E. VS. P.P.E.	ON ESTIMATE	MAINTENANCE RESERVE	DIRECT	NOT-ON-ESTIMATE OR EXTRA POSTING RESERVE	TOTAL $ NOT ON ESTIMATE
MARLBORO REDS								
- MARLBORO POOL	$55,572,537	$55,844,159	($271,622)	$55,597,529	$0		($24,992)	($24,992)
- OUT-OF-POCKET	$484,551	$547,185	($62,634)	$476,012			$8,539	$8,539
- STADIA & SMOKING LOUNGES	$4,600,000	$4,600,000	$0			$4,600,000		$4,600,000
TOTAL	$60,657,088	$60,991,344	($334,256)	$56,073,541	$0	$4,600,000	($16,453)	$4,583,547
MARLBORO LIGHTS								
- MARLBORO POOL	$4,141,771	$4,141,771	$0	$4,141,771			$0	$0
- OUT-OF-POCKET	$14,187	$14,187	$0	$14,187				$0
TOTAL	$4,155,957	$4,155,957	$0	$4,155,957	$0	$0	$0	$0
MARLBORO HISPANIC								
- MARLBORO POOL	$860,767	$860,767	$0	$857,103			$3,664	$3,664
- MARLBORO RACING	$57,467	$57,467	$0	$57,467				$0
- OUT-OF-POCKET	$1,213,190	$1,213,190	$0	$1,213,190				$0
TOTAL	$2,131,423	$2,131,423	$0	$2,127,759	$0	$0	$3,664	$3,664
MARLBORO AUTO RACING								
- MARLBORO POOL	$783,791	$786,492	($2,701)	$723,329			$60,462	$60,462
- OUT-OF-POCKET	$516,654	$516,654	$0	$516,654				$0
TOTAL	$1,300,446	$1,303,147	($2,701)	$1,239,984	$0		$60,462	$60,462
TOTAL MARLBORO COMBINED								
- MARLBORO POOL (excluding Hisp)	$60,498,099	$60,772,422	($274,323)	$60,462,629	$0	$0	$35,470	$35,470
- OUT-OF-POCKET (excluding Hisp)	$1,015,392	$1,078,026	($62,634)	$1,006,853	$0	$0	$8,539	$8,539
- MARLBORO HISPANIC	$2,131,423	$2,131,423	$0	$2,127,759	$0	$0	$3,664	$3,664
- STADIA & SMOKING LOUNGES	$4,600,000	$4,600,000	$0	$0	$0	$4,600,000	$0	$4,600,000
TOTAL	$68,244,914	$68,581,871	($336,957)	$63,597,242	$0	$4,600,000	$47,673	$4,647,673

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1997 CURRENT PLANNED EXPENDITURES RECAP

BRAND	TOTAL CURRENT PLANNED	PREVIOUS CURRENT PLANNED	DIFF. C.P.E. VS. P.P.E.	ON ESTIMATE	MAINTENANCE RESERVE	DIRECT	NOT-ON-ESTIMATE OR EXTRA POSTING RESERVE	TOTAL $ NOT ON ESTIMATE
B & H								
- CORPORATE	$1,437,507	$1,437,507	$0	$1,412,180	$1,243		$24,084	$25,327
- OUT-OF-POCKET	$3,818,043	$3,818,043	$0	$3,818,043				$0
- HISPANIC	$710,312	$710,312	$0	$710,312				$0
- BLACK	$1,055,253	$1,055,253	$0	$1,055,253				$0
- CLUB B&H	$390,325	$390,325	$0	$390,325				$0
TOTAL	$7,411,439	$7,411,439	$0	$7,386,112	$1,243	$0	$24,084	$25,327
BASIC								
- CORPORATE	$2,054,935	$2,061,041	($6,107)	$1,994,707	$21,320		$38,908	$60,228
- OUT-OF-POCKET	$15,563,574	$15,558,512	$5,062	$15,566,194			($2,620)	($2,620)
- IN STORE	$0	$0	$0					$0
TOTAL	$17,618,509	$17,619,553	($1,044)	$17,560,900	$21,320	$0	$36,288	$57,608
VIRGINIA SLIMS								
- CORPORATE	$6,752,640	$6,770,591	($17,952)	$6,686,096	$11,002		$55,542	$66,544
- OUT-OF-POCKET	$2,262,022	$2,269,221	($7,199)	$2,172,897			$89,125	$89,125
- BLACK	$510,227	$510,227	$0	$510,227				$0
- LEGENDS	$279,547	$279,547	$0	$279,547				$0
TOTAL	$9,804,436	$9,829,586	($25,151)	$9,648,767	$11,002	$0	$144,667	$155,669
MERIT								
- CORPORATE	$5,067,972	$5,080,742	($12,770)	$5,017,139	$15,319		$35,514	$50,833
- OUT-OF-POCKET	$3,327,257	$3,334,456	($7,199)	$3,167,370	$70,762		$89,125	$159,887
- IN STORE	$0	$0	$0					$0
TOTAL	$8,395,229	$8,415,198	($19,969)	$8,184,509	$86,081	$0	$124,639	$210,720
PARLIAMENT								
- CORPORATE	$197,943	$197,943	$0	$194,484			$3,459	$3,459
- OUT-OF-POCKET	$0	$0	$0					$0
TOTAL	$197,943	$197,943	$0	$194,484	$0	$0	$3,459	$3,459

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1997 CURRENT PLANNED EXPENDITURES RECAP

BRAND	TOTAL CURRENT PLANNED	PREVIOUS CURRENT PLANNED	DIFF. C.P.E. VS. P.P.E.	ON ESTIMATE	MAINTENANCE RESERVE	DIRECT	NOT-ON-ESTIMATE OR EXTRA POSTING RESERVE	TOTAL $ NOT ON ESTIMATE
TOTAL CORPORATE COMBINED								
- CORPORATE POOL	$15,510,996	$15,547,823	($36,828)	$15,304,605	$48,884	$0	$157,507	$206,391
- OUT-OF-POCKET	$25,361,221	$25,370,557	($9,336)	$24,724,503	$70,762	$0	$175,630	$246,392
- CORPORATE HISPANIC	$710,312	$710,312	$0	$710,312	$0	$0	$0	$0
- CORPORATE BLACK	$1,565,480	$1,565,480	$0	$1,565,480	$0	$0	$0	$0
- IN STORE	$279,547	$279,547	$0	$279,547	$0	$0	$0	$0
TOTAL	$43,427,555	$43,473,719	($46,163)	$42,584,447	$119,646	$0	$333,137	$452,783
TOTAL 1995 OUT OF HOME								
- MARLBORO POOL (excluding Hisp)	$60,498,099	$60,772,422	($274,323)	$60,462,629	$0	$0	$35,470	$35,470
- CORPORATE POOL	$15,510,996	$15,547,823	($36,828)	$15,304,605	$48,884	$0	$157,507	$206,391
- OUT-OF-POCKET (excluding Hisp)	$26,376,613	$26,448,583	($71,970)	$25,731,356	$70,762	$0	$184,169	$254,931
- CORPORATE HISPANIC	$710,312	$710,312	$0	$710,312	$0	$0	$0	$0
- CORPORATE BLACK	$1,565,480	$1,565,480	$0	$1,565,480	$0	$0	$0	$0
- IN STORE	$279,547	$279,547	$0	$279,547	$0	$0	$0	$0
- MARLBORO HISPANIC	$2,131,423	$2,131,423	$0	$2,127,759	$0	$0	$3,664	$3,664
- STADIA & SMOKING LOUNGES	$4,600,000	$4,600,000	$0	$0	$0	$4,600,000	$0	$4,600,000
GRAND TOTAL 1997 OOH	**$111,672,469**	**$112,055,590**	**($383,120)**	**$106,181,688**	**$119,646**	**$4,600,000**	**$380,810**	**$5,100,456**

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Sep-97

MARLBORO REDS CURRENT PLANNED EXPENDITURES

ESTIMATE #		JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL MARLBORO	MARLBORO TOTAL CHANGE	PREVIOUS TOTAL MARLBORO
	MARLBORO POOL															
	MARLBORO MAINTENANCE RESERVE								$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	($167,314.00)	$167,314.00
	SUMMER IMPACT-EXTRA POSTING RESERVE	$10,136.08	$10,136.08	$10,136.08	$10,136.08	$10,136.08	$10,136.08	$10,136.08	$10,136.08	$10,136.09	$10,136.09	$10,136.09	$10,136.09	$121,633.00	($0.00)	$121,633.00
7003	(MLMP) BULLETIN - MARQUEE SIGNS	$80,954.13	$3,638.08	$3,638.08	$3,638.08	$21,314.77	$3,638.08	$3,638.08	$3,638.08	$3,638.08	$3,638.08	$3,638.08	$3,638.08	$148,649.70	($884.79)	$149,534.49
7012	(MLMP) MARLBORO SQUARES 30-SHEET	$784,703.70	$800,825.16	$686,100.13	$336,024.32	$328,100.35	$769,365.98	$776,280.23	$751,359.57	$795,536.82	$798,486.82	$796,764.02	$792,397.68	$8,416,944.78	($3,642.56)	$8,420,587.34
7017	(MLMP) BULLETIN - 19.5X48	$1,087,390.56	$733,167.61	$701,878.41	$1,310,141.74	$1,301,957.29	$1,033,089.98	$934,595.29	$940,508.09	$1,303,400.27	$1,303,642.18	$1,327,349.35	$1,292,619.44	$13,269,618.20	($84,066.37)	$13,353,684.57
7020	(MLMP) BULLETIN - BACKLIGHT 19'6" X 48'	$433,023.64	$433,023.64	$433,023.64	$433,023.64	$433,023.64	$433,023.64	$433,023.64	$433,023.64	$433,023.64	$433,023.64	$433,023.64	$428,486.64	$5,191,746.68	($4,537.00)	$5,196,283.68
7021	(MLMP) BULLETIN - BACKLIGHT 20'X60'	$98,813.18	$98,813.18	$98,813.18	$98,813.18	$98,813.18	$98,813.18	$100,290.14	$100,290.14	$100,290.14	$100,290.14	$100,290.14	$100,488.81	$1,194,816.59	$0.00	$1,194,816.59
7022	(MLMP) MARLBORO DCP PROGRAM	$80,652.22	$101,191.40	$116,588.41	$145,293.79	$195,182.95	$170,912.69	$146,629.83	$189,904.62	$189,574.53	$147,203.16	$147,863.24	$147,203.16	$1,777,400.00	($0.00)	$1,777,400.00
7023	(MLMP) MARL POSTING - 14X48	$556,599.81	$644,024.19	$640,669.81	$888,385.61	$561,437.56	$563,824.99	$705,296.85	$590,527.02	$711,171.07	$628,174.34	$594,465.68	$594,405.08	$7,369,043.51	$55,792.70	$7,313,250.81
7024	(MLMP) BULLETIN - 20'X60'	$416,310.78	$412,790.42	$410,560.06	$4,016.43	$4,016.43	$413,877.34	$410,608.90	$415,328.90	$410,608.90	$409,114.23	$415,328.90	$413,834.23	$4,136,395.52	($0.00)	$4,136,395.52
7030	(MLMP) BULLETIN - PURE PAINT	$55,947.71	$47,988.61	$47,988.61	$47,988.61	$47,988.61	$47,988.61	$47,988.61	$47,988.61	$47,988.61	$47,988.61	$47,988.61	$47,988.61	$583,822.42	($0.00)	$583,822.42
7031	(MLMP) BULLETIN - WALL	$138,928.26	$141,369.88	$151,035.06	$141,502.63	$141,502.63	$144,270.56	$144,188.11	$144,188.11	$144,188.11	$144,188.11	$144,300.21	$139,875.21	$1,719,545.88	($4,425.00)	$1,723,970.88
7034	(MLMP) BULLETIN - FLEX FACE	$544,544.82	$474,574.80	$448,073.91	$580,823.91	$468,671.84	$437,874.27	$586,116.70	$462,805.09	$467,431.30	$556,312.37	$462,885.69	$462,865.69	$5,943,019.99	$5,450.61	$5,937,569.38
7035	(MLMP) BULLETIN - DAR MAR	$107,912.73	$112,498.99	$134,937.12	$112,094.69	$134,570.40	$111,810.21	$112,094.69	$127,570.29	$112,094.69	$112,094.69	$112,094.69	$127,552.69	$1,417,325.88	($294.36)	$1,417,620.24
7072	(MLMP) BULLETIN - VERTICAL	$54,427.45	$54,427.45	$54,427.45	$54,427.45	$54,427.45	$54,043.95	$54,043.95	$54,043.95	$54,043.95	$54,043.95	$54,043.95	$54,043.95	$650,444.90	($0.00)	$650,444.90
7110	(MLMP) TRANSIT - DIO ATLANTA	$40,200.00	$26,800.00	$26,800.00	$26,800.00	$26,800.00	$26,800.00	$26,800.00	$26,800.00	$26,800.00	$26,800.00	$26,800.00	$26,800.00	$335,000.00	$0.00	$335,000.00
7115	(MLMP) TRANSIT - PARKING GARAGE	$7,300.05	$7,300.05	$7,300.05	$7,300.05	$7,300.05	$7,300.05	$7,300.05	$7,300.05	$7,300.05	$7,300.05	$7,300.05	$7,300.05	$87,600.60	$0.00	$87,600.60
7141	(MLMP) TRANSIT BUS SHELTER	$111,488.00	$97,188.00	$111,488.00	$111,488.00	$111,488.00	$111,488.00	$111,488.00	$111,488.00	$111,488.00	$111,488.00	$111,488.00	$111,488.00	$1,323,556.00	$0.00	$1,323,556.00
7146	(MLMP) TRANSIT TAXI TOP	$170,718.75	$170,718.75	$170,718.75	$170,718.75	$170,718.75	$170,718.75	$170,718.75	$170,718.75	$107,216.37	$108,815.25	$106,251.00	$197,940.25	$1,885,972.87	($67,701.38)	$1,953,674.25
		$4,790,051.87	$4,370,576.25	$4,154,576.75	$4,283,516.96	$4,107,449.98	$4,608,965.34	$4,760,236.90	$4,587,677.59	$5,035,931.52	$5,012,739.71	$4,901,791.35	$4,959,022.26	$55,572,536.52	($271,622.15)	$55,844,158.67
	OUT-OF-POCKET															
	MARL CORP. TAKEOVER EXTRA POSTINGS	$536.58	$536.58	$536.58	$536.58	$536.58	$536.58	$536.58	$536.58	$536.58	$536.58	$536.58	$536.58	$6,438.96	$0.00	$0.00
	PROFILE 2000 SYSTEM	$175.00	$175.00	$175.00	$175.00	$175.00	$175.00	$175.00	$175.00	$175.00	$175.00	$175.00	$175.00	$2,100.00	$0.00	$2,100.00
7008	(CORP) NF PAPER POOL					$14,347.81				$14,347.81	$19,918.39			$48,614.01	($5,570.58)	$54,184.59
7025	(OOP) 20X60 BULLETIN	$5,129.06			$5,129.06	$5,129.06	$9,849.06	$9,849.06	$5,129.06	$5,129.06	$5,129.06		$5,129.06	$55,601.54	($0.00)	$55,601.54
7026	(OOP) 19'6"X48' BULLETIN						$18,945.86	$17,181.78						$36,128.64	$0.00	$36,128.64
7105	(MLOP) BACKLIGHT 30-SHEETS	$17,677.39	$17,677.39	$17,677.39	$17,677.39	$17,677.39	$17,677.39	$17,677.39	$17,677.39	$17,677.39	$17,677.39	$17,677.39	$17,677.39	$212,128.68	$0.00	$212,128.68
7145	(CORP) TAXI TOPS								$96,324.00	$27,215.37				$123,539.37	($63,502.38)	$187,041.75
		$22,981.45	$17,852.39	$17,852.39	$22,981.45	$37,329.26	$46,848.31	$44,883.23	$119,305.45	$64,644.63	$42,899.84	$17,852.39	$22,981.45	$484,551.20	($62,634.00)	$547,185.20
	STADIA	$375,000.00	$375,000.00	$375,000.00	$375,000.00	$375,000.00	$375,000.00	$375,000.00	$375,000.00	$375,000.00	$375,000.00	$375,000.00	$375,000.00	$4,500,000.00	$0.00	$4,500,000.00
	SMOKING LOUNGES	$8,333.33	$8,333.33	$8,333.33	$8,333.33	$8,333.33	$8,333.33	$8,333.33	$8,333.33	$8,333.34	$8,333.34	$8,333.34	$8,333.34	$100,000.00	($0.00)	$100,000.00
	GRAND TOTAL	$5,196,366.65	$4,771,762.01	$4,555,762.47	$4,689,831.74	$4,528,112.57	$5,038,946.98	$5,188,453.46	$5,090,316.37	$5,483,809.49	$5,438,972.89	$5,302,977.08	$5,365,337.05	$60,857,087.72	($334,255.15)	$60,991,343.87

2070232163

Prepared by Leo Burnett USA

Source: https://www.industrydocuments.ucsf.edu/docs/kkfy0004

MARLBORO LIGHTS CURRENT PLANNED EXPENDITURES

Sep-97

ESTIMATE #		JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	TOTAL MARL LIGHTS	TOTAL MARL LIGHTS CHANGE	PREVIOUS TOTAL MARL LIGHTS
	MARLBORO POOL											
7012	(MLMP) MARL SQUARES 30-SHEET				$456,845.85	$453,506.39				$910,352.24	$0.00	$910,352.24
7017	(MLMP) BULLETIN - 19.5X48	$242,616.81	$550,874.07	$532,413.96			$271,534.65	$242,752.37	$271,430.44	$2,111,622.30	$0.00	$2,111,622.30
7023	(MLMP) MARL POSTING 14X48				$1,081.67		$142,737.25		$117,277.26	$261,096.18	$0.00	$261,096.18
7024	(MLMP) BULLETIN 20'X60'				$415,938.40	$414,935.40				$830,873.80	$0.00	$830,873.80
7034	(MLMP) BULLETIN FLEX FACE						$27,826.37			$27,826.37	$0.00	$27,826.37
		$242,616.81	$550,874.07	$532,413.96	$873,865.92	$868,441.79	$442,098.27	$242,752.37	$388,707.70	$4,141,770.89	$0.00	$4,141,770.89
	OUT OF POCKET											
7026	(OOP) 19'6"X48' BULLETIN						$4,760.32	$6,525.40		$11,285.72	$0.00	$11,285.72
7037	(HSOP) 10'6X36 BULLETIN						$2,900.83			$2,900.83	$0.00	$2,900.83
		$0.00	$0.00	$0.00	$0.00	$0.00	$7,661.15	$6,525.40	$0.00	$14,186.55	$0.00	$14,186.55
	GRAND TOTAL	$242,616.81	$550,874.07	$532,413.96	$873,865.92	$868,441.79	$449,759.42	$249,277.77	$388,707.70	$4,155,957.44	$0.00	$4,155,957.44

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MARLBORO HISPANIC CURRENT PLANNED EXPENDITURES

SEPTEMBER 1997

ESTIMATE #		JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	HISPANIC TOTAL	GROSS CHANGE	PREVIOUS HISPANIC TOTAL
	HISPANIC POOL															
	SUMMER IMPACT X-POSTING RESERVE	$305.33	$305.33	$305.33	$305.33	$305.33	$305.33	$305.33	$305.33	$305.34	$305.34	$305.34	$305.34	$3,664.00	$0.00	$3,664.00
7037	(HSP) 10'6 X 36 BULLETN	$2,900.83	$2,900.83	$2,900.83	$2,900.83	$2,900.83	$2,900.83	$0.00	$2,900.83	$2,900.83	$2,900.83	$2,900.83	$2,900.83	$31,909.13	$0.00	$31,909.13
7038	(HSMP) BULLETIN	$64,898.04	$68,006.07	$68,006.07	$72,431.07	$72,431.07	$72,431.07	$68,488.74	$67,700.25	$67,700.25	$67,700.25	$67,700.25	$67,700.25	$825,193.38	$0.00	$825,193.38
		$68,104.20	$71,212.23	$71,212.23	$75,637.23	$75,637.23	$75,637.23	$68,794.07	$70,906.41	$70,906.42	$70,906.42	$70,906.42	$70,906.42	$860,766.51	$0.00	$860,766.51
	HISPANIC (OOP)															
7129	(HSOP) BUS SHELTER				$22,025.00	$27,625.00			$27,625.00		$27,625.00	$5,600.00	$27,625.00	$138,125.00	$0.00	$138,125.00
7171	(HSOP) 8 - SHEET				$37,340.11	$33,898.44	$25,247.47	$21,805.80	$55,676.33	$25,075.38	$59,145.91		$37,340.11	$295,729.55	$0.00	$295,729.55
7172	(HSOP) 30 - SHEET				$74,417.66	$70,897.33	$84,969.81	$76,788.48	$146,240.31	$86,415.31	$155,867.14	$4,681.00	$79,076.66	$779,335.70	$0.00	$779,335.70
		$0.00	$0.00	$0.00	$133,782.77	$132,420.77	$110,217.28	$98,594.28	$229,741.64	$111,490.69	$242,638.05	$10,281.00	$144,043.77	$1,213,190.25	$0.00	$1,213,190.25
	HISPANIC RACING															
7093	(HSOP) RACE - 8 SHEET		$3,316.75	$20,256.66										$23,575.41	$0.00	$23,575.41
7095	(HSOP) RACE - 30 SHEET		$5,159.55	$23,206.66										$28,366.21	$0.00	$28,366.21
7130	(HSOP) RACE - BUS SHELTER		$5,525.00											$5,525.00	$0.00	$5,525.00
		$0.00	$14,003.30	$43,463.32	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$57,466.62	$0.00	$57,466.62
	TOTAL	$68,104.20	$85,215.53	$114,675.55	$209,420.00	$208,058.00	$185,854.51	$167,388.35	$300,648.05	$182,397.11	$313,544.47	$81,187.42	$214,950.19	$2,131,423.38	$0.00	$2,127,759.38

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MARL AUTO RACING CURRENT PLANNED EXPENDITURES

Sep-97

ESTIMATE #		FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	MARLBORO RACING	GROSS CHANGE	PREVIOUS MARLBORO RACING
	TAKEOVERS (CUT-INS)										
	RACING SQUARES EXTRA POSTINGS	$3,950.00	$3,950.00	$3,950.00	$3,950.00	$3,950.00	$3,950.00	$3,950.00	$27,650.00	$0.00	$27,650.00
7012	(MLMP) MARLBORO SQUARES 30-SHEET	$4,818.34	$118,356.97	$11,069.88	$12,730.23	$27,868.65	$18,027.43	$44,816.41	$237,687.91	$0.00	$237,687.91
7017	(MLMP) BULLETIN - 19.5 X 48	$40,468.09	$97,711.84	$36,259.44	$42,007.98	$16,725.51	$65,458.51	$119,311.10	$417,942.47	($2,700.88)	$420,643.35
7023	(MLMP) MARLBORO POSTING (14X48)				$29,311.35			$24,087.73	$53,399.08	$0.00	$53,399.08
7141	(MLMP) BUS SHELTERS	$14,300.00							$14,300.00	$0.00	$14,300.00
	BULLETIN EXTRA POSTING RESERVE	$4,687.42	$4,687.43	$4,687.43	$4,687.43	$4,687.43	$4,687.43	$4,687.43	$32,812.00	$0.00	$32,812.00
		$68,223.85	$224,706.24	$55,966.75	$92,686.99	$53,231.59	$92,123.37	$196,852.67	$783,791.46	($2,700.88)	$786,492.34
	OUT-OF-POCKET										
7010	(AROP) BULLETIN 14'X48	$8,509.76	$139,217.52		$102,915.20	$4,867.50	$38,939.99	$170,946.54	$465,396.51	$0.00	$465,396.51
7094	(AROP) 30-SHEET	$25,797.74		$0.00					$25,797.74	$0.00	$25,797.74
7142	(AROP) TRANSIT - BUS SHELTER	$25,460.00							$25,460.00	$0.00	$25,460.00
		$59,767.50	$139,217.52	$0.00	$102,915.20	$4,867.50	$38,939.99	$170,946.54	$516,654.25	$0.00	$516,654.25
	GRAND TOTAL	$127,991.35	$363,923.76	$55,966.75	$195,602.19	$58,099.09	$131,063.36	$367,799.21	$1,300,445.71	($2,700.88)	$1,242,684.59

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CLIENT BUDGETARY CURRENT PLANNED EXPENDITURES

Sep-97

ESTIMATE #	CLIENT BUDGETARY ITEMS -	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL CLIENT BUDGETARY	CHANGE	PREVIOUS CLIENT BUDGETARY
7001	TRANSIT- CORP. AIRPORT-BACKLIGHT DIORAMA	$860.00	$860.00	$860.00	$860.00	$860.00	$860.00	$8,900.00	$9,395.00	$9,395.00	$9,395.00	$9,395.00	$9,395.00	$61,035.00	$0.00	$61,035.00
7047	SPECIAL OUTDOOR PRODUCTION - STADIUMS			$15,866.20			$15,487.49		$11,376.66					$42,730.35	$0.00	$42,730.35
7077	SPEC PROMOTION MINOR LEAGUE BASEBALL PKS/VERTL	$1,411.43						$919.42						$2,330.85	$0.00	$2,330.85
7600	(MLMP) MARLBORO PAINTED WALL GRAPHICS PROGRAM									$17,476.78				$17,476.78	$17,476.78	$0.00
	SUBTOTAL	$2,271.43	$860.00	$16,726.20	$860.00	$860.00	$16,347.49	$9,819.42	$20,771.66	$26,871.78	$9,395.00	$9,395.00	$9,395.00	$123,572.98	$17,476.78	$106,096.20
	GRAND TOTAL	$2,271.43	$860.00	$16,726.20	$860.00	$860.00	$16,347.49	$9,819.42	$20,771.66	$26,871.78	$9,395.00	$9,395.00	$9,395.00	$123,572.98	$17,476.78	$106,096.20

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BENSON AND HEDGES CURRENT PLANNED EXPENDITURES

Sep-97

ESTIMATE #		JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL B&H	GROSS CHANGE	PREVIOUS MONTHS BILLING
	CORPORATE															
	EXTRA POSTING RESERVES													$24,084.00	$0.00	$24,084.00
	MAINTENANCE RESERVES													$1,243.00	$0.00	$1,243.00
7005	(CORP) 14X48 BULLETIN				$5,621.71	$5,621.71	$5,621.71	$5,621.71			$5,621.71	$5,621.71		$33,730.26	$0.00	$33,730.26
7006	(CORP) 19'6"X48' BULLETIN POOL				$164,971.83	$164,971.83	$164,971.83	$164,460.16			$164,971.83	$164,971.83		$989,339.31	($0.00)	$989,339.31
7007	(CORP) 20'X60' BULLETIN POOL				$5,425.05	$5,425.05	$5,425.05	$5,425.05			$5,425.05	$5,425.05		$32,550.30	$0.00	$32,550.30
7092	(CORP) 30-SHEET POOL				$47,221.62	$47,221.62	$47,221.62	$47,221.62			$47,221.62	$47,221.62		$283,329.72	$0.00	$283,329.72
7140	(CORP) BUS SHELTERS				$12,205.00	$12,205.00	$12,205.00	$12,205.00			$12,205.00	$12,205.00		$73,230.00	$0.00	$73,230.00
		$0.00	$0.00	$0.00	$235,445.21	$235,445.21	$235,445.21	$234,953.54	$0.00	$0.00	$235,445.21	$235,445.21	$0.00	$1,437,506.59	($0.00)	$1,437,506.59
	OUT-OF-POCKET															
7011	(OOP) BULLETIN POOL				$290,794.95	$317,563.40	$316,287.85	$310,488.18	$8,604.16	$306,985.85	$3,961.85	$311,784.18		$1,866,438.42	$0.00	$1,866,438.42
7098	(OOP) 30 SHEET				$327,252.68	$327,252.68	$252,333.36	$260,541.89		$260,541.89		$260,541.89		$1,688,464.39	$0.00	$1,688,464.39
7111	(OOP) HAWAII MALL DIOS				$52,628.00	$52,628.00	$52,628.00	$52,628.00					$52,628.00	$263,140.00	$0.00	$263,140.00
		$0.00	$0.00	$0.00	$670,675.63	$697,434.08	$621,249.21	$623,658.07	$8,604.16	$567,507.74	$3,961.85	$572,326.07	$52,628.00	$3,818,042.81	$0.00	$3,818,042.81
	BLACK OOP															
7011	(OOP) BULLETINS				$18,888.09	$18,888.09	$18,888.09	$18,888.09		$18,888.09		$18,888.09		$113,328.54	$0.00	$113,328.54
7098	(OOP) 30-SHEETS				$98,090.96	$98,090.96	$70,698.45	$70,073.36		$70,073.36		$70,073.36		$477,098.45	($0.00)	$477,098.45
7103	(AA) 8-SHEET				$5,546.00	$5,546.00	$2,822.17	$2,822.17		$2,822.17		$2,822.17		$22,380.68	$0.00	$22,380.68
7104	(AA) 30-SHEETS				$84,680.41	$84,680.41	$68,321.01	$66,321.01		$68,321.01		$68,321.01		$442,444.86	$0.00	$442,444.86
		$0.00	$0.00	$0.00	$207,105.46	$207,105.46	$160,727.72	$160,104.63	$0.00	$160,104.63	$0.00	$160,104.63	$0.00	$1,055,252.53	$0.00	$1,055,252.53
	HISPANIC OOP															
7011	(OOP) HISPANIC BULLETINS				$48,232.69	$51,182.69	$51,084.15	$50,297.47		$47,347.47		$47,347.47		$295,491.94	$0.00	$295,491.94
7172	(OOP) HISPANIC 30-SHEETS				$77,819.02	$77,819.02	$80,936.16	$66,081.95		$66,081.95		$66,081.95		$414,820.05	$0.00	$414,820.05
		$0.00	$0.00	$0.00	$126,051.71	$129,001.71	$112,020.31	$116,379.42	$0.00	$113,429.42	$0.00	$113,429.42	$0.00	$710,311.99	$0.00	$710,311.99
	CLUB B&H															
7133	*(OOP) BUS KINGS CLUB B&H*					$102,525.00	$115,350.00	$91,900.00						$309,775.00	$0.00	$309,775.00
7134	(OOP) BUS SHELTERS CLUB B&H					$50,765.00	$18,400.00	$11,385.00						$80,550.00	$0.00	$80,550.00
		$0.00	$0.00	$0.00	$0.00	$153,290.00	$133,750.00	$103,285.00	$0.00	$0.00	$0.00	$0.00	$0.00	$390,325.00	$0.00	$390,325.00
	GRAND TOTAL	$0.00	$0.00	$0.00	$1,239,278.01	$1,422,276.46	$1,263,192.45	$1,238,378.66	$8,604.16	$841,041.79	$239,407.06	$1,081,305.33	$52,628.00	$7,411,438.92	$0.00	$7,411,438.92

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BASIC CURRENT PLANNED EXPENDITURES

Sep-97

ESTIMATE #		JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	BASIC	GROSS CHANGE	PREVIOUS MONTHS BASIC
	CORPORATE POOL															
	EXTRA POSTING RESERVE													$38,908.00	$0.00	$38,908.00
	MAINTENANCE RESERVE													$21,320.00	$0.00	$21,320.00
7005	(CORP) BULLETIN 14'X48'	$4,590.20	$33,608.35	$29,018.15			$33,608.35	$33,608.35		$33,608.35	$33,608.35			$201,650.10	$0.00	$201,650.10
7006	(CORP) BULLETIN - 19.5X48	$93,121.28	$146,342.22	$52,971.18			$143,288.97	$142,846.47		$143,288.97	$142,846.47			$864,705.58	($8,108.50)	$870,812.08
7007	(CORP) BULLETIN - 20X60	$15,618.92	$31,601.08	$15,984.16			$31,601.08	$31,601.08		$31,601.08	$31,601.08			$189,006.48	$0.00	$189,006.48
7092	(CORP) 30 SHEET	$31,086.11	$69,185.35	$38,099.24			$69,185.35	$69,185.35		$69,185.35	$69,185.35			$415,112.10	$0.00	$415,112.10
7145	(CORP) TRANSIT - TAXI TOP		$53,613.00	$53,613.00			$53,613.00	$53,613.00		$56,167.50	$53,613.00			$324,232.50	$0.00	$324,232.50
		$144,614.51	$334,250.00	$189,385.73	$0.00	$0.00	$331,196.75	$330,754.25	$0.00	$333,751.25	$330,754.25	$0.00	$0.00	$2,054,934.74	($8,108.50)	$2,061,041.24
	OUT-OF-POCKET															
7011	(OOP) BULLETIN POOL	$376,965.13	$716,511.52	$783,533.51	$426,379.07	$369,468.69	$777,020.01	$788,876.93	$368,169.70	$754,835.19	$638,524.35			$6,000,268.10	$0.00	$6,000,268.10
7013	(OOP) BASIC 10'5"X36'			$21,970.61	$4,425.00	$4,425.00	$22,454.41	$21,036.41	$4,425.00	$21,036.41	$16,593.74			$116,370.59	($0.01)	$116,370.59
7018	(CORP) PREMIER PANEL 30-SHEET	$31,093.00	$41,536.06	$49,943.59	$31,093.00	$31,093.00	$41,536.06	$41,536.06	$31,093.00	$36,414.79	$22,331.56			$357,670.12	($0.09)	$357,670.21
7025	(OOP) 20 x 60 BULLETINS		$4,720.00	$4,720.00						$4,720.00	$4,720.00			$18,880.00	$0.00	$18,880.00
7026	(OOP) 19'6 X 48' CORP. BULLETINS		$53,826.69	$31,301.45			$30,119.51	$2,532.08		$26,239.26	$53,826.69			$197,845.69	$5,062.20	$192,783.49
7060	(IS) CONVENIENCE STORES BUS SHELTERS				$2,530.00	$2,530.00	$2,530.00	$2,530.00	$2,530.00	$2,530.00	$2,530.00			$17,710.00	$0.00	$17,710.00
7061	(IS) CONVENIENCE STORES 2-SHEETS				$10,120.00	$10,120.00	$10,120.00	$10,120.00	$10,120.00	$10,120.00	$10,120.00			$70,840.00	$0.00	$70,840.00
7096	(OOP) 30-SHEET	$656,572.55	$966,393.53	$1,004,161.53	$598,903.95	$538,026.77	$1,028,861.32	$1,021,263.67	$542,028.39	$997,200.85	$912,327.40	$10,886.98	$10,886.98	$8,190,053.92	($0.01)	$8,190,053.93
7178	(OOP) 30-SHEET (MEGA VOLUME)	$27,479.76	$37,195.10	$36,894.30	$28,217.26	$26,636.06	$40,257.20	$40,257.20	$26,636.06	$40,257.20	$38,297.42	$430.70	$430.70	$344,988.96	$0.00	$344,988.96
7190	(OOP) TRANSIT TRUCK STOP POSTERS		$14,899.50	$14,903.50			$14,875.26	$14,867.25						$59,545.51	$0.00	$59,545.51
7191	(OOP) TRANSIT TRUCK STOP PHONE FACTS		$47,366.03	$47,346.43			$47,356.74	$47,343.00						$189,401.20	($0.00)	$189,401.20
		$994,110.44	$1,882,437.43	$1,996,794.93	$1,101,668.28	$982,299.52	$2,014,830.51	$1,990,384.60	$985,802.15	$1,893,339.70	$1,699,271.16	$11,317.68	$11,317.68	$15,563,674.08	$5,062.09	$15,558,511.99
	TOTAL	$1,138,724.96	$2,216,687.43	$2,186,180.66	$1,101,668.28	$982,299.52	$2,346,027.26	$2,321,138.85	$985,802.15	$2,227,090.95	$2,030,026.41	$11,317.68	$11,317.68	$17,618,508.82	($1,044.41)	$17,619,553.23

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VIRGINIA SLIMS CURRENT PLANNED EXPENDITURES

Sep-97

ESTIMATE #		JANUARY	FEBRUARY	MARCH	APRIL	MAY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	VIRGINIA SLIMS 100'S	CHANGE VIRGINIA SLIMS	PREVIOUS MONTHS BILLING
	CORPORATE POOL													
	EXTRA POSTING RESERVES											$55,542.00	$0.00	$55,542.00
	MAINTENANCE RESERVE											$11,002.00	$0.00	$11,002.00
7005	(CORP) BULLETIN - 14' X 48'	$5,621.71	$21,604.80	$30,521.67	$24,899.96	$29,079.13	$13,751.91	$30,110.04		$29,079.13	$26,981.67	$211,650.62	$0.00	$211,650.62
7006	(CORP) BULLETIN - 19.5 X 48	$164,871.83	$514,941.05	$581,456.28	$416,484.45	$414,958.32	$322,795.43	$474,868.26	$26,485.11	$400,214.22	$471,195.13	$3,788,370.08	($9,159.75)	$3,797,529.83
7007	(CORP) BULLETIN 20 X 60	$5,425.05	$143,752.47	$159,569.39	$154,144.34	$154,144.34	$69,187.33	$159,981.90	$2,472.10	$170,373.77	$125,381.36	$1,144,432.05	$0.00	$1,144,432.05
7092	(CORP) 30 - SHEET		$53,975.15	$87,249.17	$40,027.55	$40,027.55	$80,495.64	$53,975.15	$6,753.53	$40,027.55	$80,495.64	$483,026.93	$0.00	$483,026.93
7116	(CORP) TRANSIT PARKING GARAGE		$33,935.00	$33,935.00	$33,935.00	$33,935.00		$33,935.00	$1,490.00	$33,935.00	$32,445.00	$237,545.00	$0.00	$237,545.00
7140	(CORP) TRANSIT - BUS SHELTERS		$43,480.00	$43,480.00	$31,275.00	$31,275.00	$12,205.00	$43,480.00	$31,275.00	$31,275.00	$12,205.00	$279,950.00	$0.00	$279,950.00
7145	(CORP) TRANSIT TAXI TOP		$90,717.75	$90,717.75	$90,717.75	$90,717.75				$89,125.00	$89,125.00	$541,121.00	($8,791.75)	$549,912.75
														$0.00
		$176,018.59	$902,406.22	$1,026,929.26	$791,484.05	$794,137.09	$498,435.31	$796,350.95	$68,475.74	$794,029.67	$837,828.80	$6,752,639.68	($17,951.50)	$6,770,591.18
	OUT-OF-POCKET													
7011	(OOP) BULLETIN POOL		$106,127.51	$87,039.06	$46,883.03	$87,039.06	$87,039.06		$78,424.42	$78,424.42	$31,541.39	$602,517.95	$0.00	$602,517.95
7025	(OOP) 20X60 BULLETIN		$4,818.33									$4,818.33	$0.00	$4,818.33
7098	(OOP) 30-SHEET		$210,580.46	$182,608.75	$88,402.47	$182,054.86	$182,608.75		$144,510.63	$192,187.37	$71,406.07	$1,254,359.46	$0.00	$1,254,359.46
7111	(OOP) HAWAII MALL DIOS		$52,449.60	$52,449.60			$51,575.44	$51,575.44	$51,575.44	$51,575.44		$311,200.96	$0.00	$311,200.96
7146	(MLMP) TRANSIT TAXI TOPS									$89,125.00		$89,125.00	($7,199.00)	$96,324.00
		$0.00	$373,975.90	$322,097.41	$135,285.50	$269,094.02	$321,223.25	$51,575.44	$274,510.49	$411,312.23	$102,947.46	$2,262,021.70	($7,199.00)	$2,269,220.70
	ETHNIC													
7011	(OOP) BULLETIN POOL		$27,709.02	$23,295.82	$14,132.78	$23,295.82	$23,295.82		$21,531.38	$21,531.38	$7,398.60	$162,190.62	$0.00	$162,190.62
7098	(OOP) 30-SHEETS		$54,153.47	$50,038.05	$26,836.32	$49,811.07	$50,038.05		$39,182.89	$52,621.29	$18,004.53	$341,685.67	$0.00	$341,685.67
7111	(OOP) HAWAII MALL DIOS		$1,070.40	$1,070.40			$1,052.56	$1,052.56	$1,052.56	$1,052.56		$6,351.04	($0.00)	$6,351.04
		$0.00	$82,932.89	$74,404.27	$40,969.10	$73,106.89	$74,386.43	$1,052.56	$61,766.83	$75,205.23	$25,403.13	$510,227.33	$0.00	$510,227.33
	LEGENDS													
7100	(OOP) LEGENDS 30-SHEETS		$20,576.24		$61,318.68			$35,014.52		$32,282.83		$149,192.27	$0.00	$149,192.27
7136	(OOP) LEGENDS BUS SHELTER											$0.00	$0.00	$0.00
7137	(OOP) LEGENDS BUS KINGS				$105,190.00			$25,164.55				$130,354.55	$0.00	$130,354.55
		$0.00	$20,576.24	$0.00	$166,508.68	$0.00	$0.00	$60,179.07	$0.00	$32,282.83	$0.00	$279,546.82	$0.00	$279,546.82
	GRAND TOTAL	$176,018.59	$1,379,891.25	$1,423,430.94	$1,134,247.33	$1,136,338.00	$894,044.99	$909,158.02	$404,753.06	$1,312,829.96	$967,179.39	$9,804,435.53	($25,150.50)	$9,829,586.03

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MERIT CURRENT PLANNED EXPENDITURES

Sep 97

ESTIMATE #		JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL MERIT	GROSS CHANGE	PREVIOUS MERIT
	CORPORATE POOL															
	EXTRA POSTING RESERVE													$35,514.00	$0.00	$35,514.00
	MAINTENANCE RESERVE													$15,319.00	$0.00	$15,319.00
7005	(CORP) BULLETIN - 14'X48'	$38,544.58	$2,950.00	$2,950.00	$31,968.15	$29,018.15	$23,259.76	$23,259.76	$48,737.91		$27,438.93	$31,968.15	$32,558.15	$290,653.54	$0.00	$290,653.54
7006	(CORP) BULLETIN - 19'6"X48'	$402,497.90	$14,575.94	$28,923.75	$81,894.93	$52,528.68	$337,574.30	$338,751.35	$320,775.05		$297,987.26	$87,465.51	$160,437.99	$2,129,412.66	($5,570.58)	$2,134,983.24
7007	(CORP) BULLETIN 20'X60'	$153,927.20	$28,882.46	$28,882.46	$44,566.62	$15,684.16	$181,744.04	$183,439.31	$155,603.11		$185,392.21	$48,991.62	$66,101.62	$1,093,214.61	$0.00	$1,093,214.61
7092	(CORP) 30-SHEET	$82,607.84		$37,755.07	$38,099.24	$38,099.24	$44,508.60	$6,753.53	$82,607.84			$75,854.31	$44,852.77	$451,138.44	$0.00	$451,138.44
7116	(CORP) TRANSIT - PARKING GARAGES	$33,935.00					$33,935.00	$33,935.00	$33,935.00		$32,445.00		$1,490.00	$189,675.00	$0.00	$189,675.00
7140	(CORP) TRANSIT - BUS SHELTERS	$31,275.00	$7,210.00	$7,210.00			$38,485.00	$31,275.00	$38,485.00			$7,210.00	$31,275.00	$192,425.00	$0.00	$192,425.00
7145	(CORP) TRANSIT - TAXI TOP	$144,330.75			$53,613.00	$53,613.00	$90,717.75	$90,717.75	$56,167.50		$89,125.00	$56,167.50	$56,167.50	$690,619.75	($7,199.00)	$697,818.75
																$0.00
		$885,118.27	$53,618.40	$105,721.28	$250,141.94	$188,943.23	$750,224.45	$708,131.70	$736,311.41	$0.00	$632,388.40	$307,657.09	$390,883.03	$5,067,972.20	($12,769.58)	$5,080,741.78
	OUT-OF-POCKET															
	DIE CUT MAINTENANCE RESERVE													$70,762.00	$0.00	$70,762.00
7011	(OOP) BULLETIN POOL	$68,234.22	$5,611.04	$68,925.72	$44,697.42	$7,866.67	$61,062.05	$48,434.09	$68,977.89	$68,948.39	$44,254.92	$72,665.39	$7,866.67	$567,547.47	$0.00	$567,547.47
7018	(OOP) PREMIER PANEL 30 SHEET	$10,443.06			$18,850.59	$10,443.06			$10,443.06			$10,443.06	$10,443.06	$71,065.89	$0.00	$71,065.89
7025	(OOP) 20'X60' CORP BULLETIN		$5,129.06	$5,129.06								$5,129.06		$15,387.18	$0.00	$15,387.18
7026	(OOP) 19'6 X 48' CORP BULLETIN	$30,119.51		$30,119.51	$30,119.51	$30,119.51		$30,119.51	$30,119.51	$30,119.51		$30,119.51	$30,119.51	$271,075.59	$0.00	$271,075.59
7098	(OOP) 30-SHEET	$313,276.12	$33,983.99	$286,903.12	$152,368.43	$98,793.60	$256,418.80	$106,110.48	$353,166.01	$140,751.32	$87,881.82	$351,053.80	$51,888.62	$2,211,393.91	$0.00	$2,211,393.91
7143	(OOP) TRANSIT - BUS SHELTER	$3,780.00		$3,780.00			$3,780.00	$4,000.00	$7,780.00	$4,000.00		$3,780.00		$30,900.00	$0.00	$30,900.00
7146	(MLMP) TRANSIT - TAXI TOPS										$89,125.00			$89,125.00	($7,199.00)	$96,324.00
		$425,852.91	$44,724.09	$394,860.41	$246,035.95	$147,222.74	$320,258.85	$188,664.08	$470,486.47	$243,819.22	$201,061.74	$473,190.82	$100,317.76	$3,327,257.04	($7,199.00)	$3,334,456.04
	GRAND TOTAL	$1,310,971.18	$98,342.49	$500,581.69	$496,177.89	$336,165.97	$1,070,483.30	$896,795.78	$1,206,797.88	$243,819.22	$833,450.14	$780,847.91	$499,200.79	$8,395,229.24	($19,968.58)	$8,415,197.82

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PARLIAMENT CURRENT PLANNED EXPENDITURES

Sep-97

ESTIMATE #		JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL PARLIAMENT	GROSS CHANGE	PREVIOUS PARLIAMENT
	CORPORATE POOL															
7005	(CORP) BULLETIN - 14' X 48'	$2,950.00				$2,950.00				$2,950.00			$2,950.00	$11,800.00	$0.00	$11,800.00
7006	(CORP) BULLETIN 19.5 X 48	$14,575.94				$14,575.94				$14,575.94			$14,575.94	$58,303.76	$0.00	$58,303.76
7007	(CORP) BULLETIN 20 X 60	$28,882.46				$28,882.46				$33,307.46			$33,307.46	$124,379.84	$0.00	$124,379.84
	EXTRA POSTING RESERVE													$3,459.00	$0.00	$3,459.00
	SUB TOTAL	$46,408.40	$0.00	$0.00	$0.00	$46,408.40	$0.00	$0.00	$0.00	$50,833.40	$0.00	$0.00	$50,833.40	$197,942.60	$0.00	$197,942.60
	GRAND TOTAL	$46,408.40	$0.00	$0.00	$0.00	$46,408.40	$0.00	$0.00	$0.00	$50,833.40	$0.00	$0.00	$50,833.40	$197,942.60	$0.00	$197,942.60

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On-Estimate
Brand Summaries

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ON ESTIMATE BRAND SUMMARIES

Monthly On Estimate Brand Summaries

2070232174

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Sep-97

MARLBORO REDS ON ESTIMATE BRAND SUMMARY

ESTIMATE #		JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL MARLBORO	MARLBORO TOTAL CHANGE	PREVIOUS TOTAL MARLBORO
	MARLBORO POOL															
7003	(MLMP) BULLETIN - MARQUEE SIGNS	$90,864.13	$3,638.08	$3,638.08	$3,638.08	$21,314.77	$3,638.08	$3,638.08	$3,638.08	$3,638.08	$3,638.08	$3,638.08	$3,638.08	$148,649.70	($884.79)	$149,534.49
7012	(MLMP) MARLBORO SQUARES 30-SHEET	$783,867.87	$800,089.33	$686,100.13	$336,924.32	$328,100.35	$769,385.98	$776,280.23	$751,359.57	$795,536.82	$798,486.82	$736,764.02	$790,373.33	$8,413,248.77	($495.56)	$8,413,744.33
7017	(MLMP) BULLETIN - 19.5X48	$1,087,390.66	$733,187.01	$701,878.41	$1,310,141.74	$1,301,967.29	$1,033,089.96	$934,695.29	$840,606.09	$1,303,400.27	$1,303,642.18	$1,327,349.36	$1,327,816.44	$13,304,915.20	($48,769.37)	$13,353,684.57
7020	(MLMP) BULLETIN - BACKLIGHT 19'6" X 48'	$433,023.64	$433,023.64	$433,023.64	$433,023.64	$433,023.64	$433,023.64	$433,023.64	$433,023.64	$433,023.64	$433,023.64	$433,023.64	$433,023.64	$5,196,283.68	$0.00	$5,196,283.68
7021	(MLMP) BULLETIN - BACKLIGHT 20'X60'	$98,813.18	$98,813.18	$98,813.18	$98,813.18	$98,813.18	$98,813.18	$100,290.14	$100,290.14	$100,290.14	$100,290.14	$100,290.14	$100,488.81	$1,194,816.59	$0.00	$1,194,816.59
7022	(MLMP) MARLBORO OCP PROGRAM	$86,505.92	$87,145.10	$102,942.11	$131,247.49	$181,136.05	$155,866.39	$131,583.53	$175,858.33	$175,528.24	$133,156.87	$133,616.95	$133,166.57	$1,608,844.45	$42,831.45	$1,566,013.00
7023	(MLMP) MARL. POSTING - 14X48	$556,599.81	$644,024.19	$540,563.81	$588,385.61	$551,437.56	$563,824.99	$705,296.85	$550,527.02	$735,263.97	$652,268.34	$618,557.08	$618,557.68	$7,465,411.51	$152,160.70	$7,313,250.81
7024	(MLMP) BULLETIN - 20'X60'	$416,310.78	$412,790.42	$410,560.08	$4,016.43	$4,016.43	$413,877.34	$410,608.90	$415,328.90	$410,608.90	$409,114.23	$415,328.90	$413,834.23	$4,138,395.52	$0.00	$4,136,395.52
7030	(MLMP) BULLETIN - PURE PAINT	$55,947.71	$47,988.61	$47,988.61	$47,988.61	$47,988.61	$47,988.61	$47,988.61	$47,988.61	$47,988.61	$47,988.61	$47,988.61	$47,988.61	$583,822.42	$0.00	$583,822.42
7031	(MLMP) BULLETIN - WALL	$138,928.26	$141,369.88	$151,035.08	$141,502.63	$141,502.63	$144,279.56	$144,188.11	$144,188.11	$144,188.11	$144,188.11	$144,300.21	$144,300.21	$1,723,970.88	$0.00	$1,723,970.88
7034	(MLMP) BULLETIN - FLEX FACE	$544,544.82	$474,574.80	$446,073.91	$580,623.91	$458,671.84	$437,874.27	$586,115.70	$462,865.69	$467,431.30	$586,312.37	$462,865.69	$462,865.69	$5,943,019.99	$5,450.61	$5,937,569.38
7035	(MLMP) BULLETIN - DAR MAR	$107,912.73	$112,498.99	$134,937.12	$112,094.69	$134,570.40	$111,810.21	$112,094.69	$127,570.29	$112,094.69	$112,094.69	$112,094.69	$127,552.69	$1,417,326.88	($294.36)	$1,417,620.24
7072	(MLMP) BULLETIN - VERTICAL	$54,427.45	$54,427.45	$54,427.45	$54,427.45	$54,427.45	$54,043.95	$54,043.95	$54,043.95	$54,043.95	$54,043.95	$54,043.95	$54,043.95	$650,444.90	$0.00	$650,444.90
7110	(MLMP) TRANSIT - DIO ATLANTA	$40,200.00	$26,800.00	$26,800.00	$26,800.00	$26,800.00	$26,800.00	$26,800.00	$26,800.00	$26,800.00	$26,800.00	$26,800.00	$26,800.00	$335,000.00	$0.00	$335,000.00
7115	(MLMP) TRANSIT - PARKING GARAGE	$7,300.05	$7,300.05	$7,300.05	$7,300.05	$7,300.05	$7,300.05	$7,300.05	$7,300.05	$7,300.05	$7,300.05	$7,300.05	$7,300.05	$87,600.60	$0.00	$87,600.60
7141	(MLMP) TRANSIT BUS SHELTER	$111,488.00	$97,188.00	$111,488.00	$111,488.00	$111,488.00	$111,488.00	$111,488.00	$111,488.00	$111,488.00	$111,488.00	$111,488.00	$111,488.00	$1,323,666.00	$0.00	$1,323,666.00
7149	(MLMP) TRANSIT TAXI TOP	$170,718.75	$170,718.75	$170,718.75	$170,718.75	$170,718.75	$170,718.75	$170,718.75	$170,718.75	$107,216.37	$197,940.25	$195,376.00	$197,940.25	$2,064,222.87	$110,548.62	$1,953,674.25
		$4,765,033.66	$4,345,558.08	$4,130,394.37	$4,259,334.58	$4,083,267.60	$4,584,782.98	$4,736,064.52	$4,563,495.22	$5,035,841.14	$5,101,774.33	$4,990,825.97	$5,001,186.53	$55,597,528.98	$280,547.30	$55,336,981.68
	OUT-OF-POCKET															
7005	(CORP) NF PAPER POOL					$14,347.81				$14,347.81	$19,918.39			$48,614.01	($5,570.58)	$54,184.59
7025	(OOP) 20X60 BULLETIN	$5,129.06			$5,129.06	$5,129.06	$9,849.06	$9,849.06	$5,129.06	$5,129.06	$5,129.06		$5,129.06	$55,601.54	($0.00)	$55,601.54
7026	(OOP) 19'6"X48' BULLETIN						$18,946.86	$17,181.78						$36,128.64	$0.00	$36,128.64
7105	(MLOP) BACKLIGHT 30-SHEETS	$17,677.39	$17,677.39	$17,677.39	$17,677.39	$17,677.39	$17,677.39	$17,677.39	$17,677.39	$17,677.39	$17,677.39	$17,677.39	$17,677.39	$212,128.68	$0.00	$212,128.68
7145	(CORP) TAXI TOPS								$96,324.00	$27,215.37				$123,539.37	($63,502.38)	$187,041.75
		$22,806.45	$17,677.39	$17,677.39	$22,806.45	$37,154.26	$46,473.31	$44,708.23	$119,130.45	$64,369.63	$42,724.84	$17,677.39	$22,806.45	$476,012.24	($69,072.96)	$545,085.20
	GRAND TOTAL	$4,787,840.11	$4,363,235.47	$4,148,071.76	$4,282,141.03	$4,120,421.86	$4,631,256.27	$4,780,762.75	$4,682,625.67	$5,100,210.77	$5,144,499.17	$5,008,503.36	$5,023,872.98	$56,073,541.20	$191,474.34	$55,882,066.86

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MARLBORO LIGHTS ON ESTIMATE BRAND SUMMARY

Sep-97

ESTIMATE #		JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	TOTAL MARL LIGHTS	TOTAL MARL LIGHTS CHANGE	PREVIOUS TOTAL MARL LIGHTS
	MARLBORO POOL											
7012	(MLMP) MARL SQUARES 30-SHEET				$456,845.85	$453,506.39				$910,352.24	$0.00	$910,352.24
7017	(MLMP) BULLETIN - 19.5X48	$242,616.81	$550,874.07	$532,413.96			$271,534.65	$242,752.37	$271,430.44	$2,111,622.30	$0.00	$2,111,622.30
7023	(MLMP) MARL POSTING 14X48				$1,081.67		$142,737.25		$117,277.26	$261,096.18	$0.00	$261,096.18
7024	(MLMP) BULLETIN 20'X60'				$415,938.40	$414,935.40				$830,873.80	$0.00	$830,873.80
7034	(MLMP) BULLETIN FLEX FACE						$27,826.37			$27,826.37	$0.00	$27,826.37
		$242,616.81	$550,874.07	$532,413.96	$873,865.92	$868,441.79	$442,098.27	$242,752.37	$388,707.70	$4,141,770.89	$0.00	$4,141,770.89
	OUT OF POCKET											
7026	(OOP) 19'6"X48' BULLETIN						$4,760.32	$6,525.40		$11,285.72	$0.00	$11,285.72
7037	(HSOP) 10'6X36 BULLETIN						$2,900.83			$2,900.83	$0.00	$2,900.83
		$0.00	$0.00	$0.00	$0.00	$0.00	$7,661.15	$6,525.40	$0.00	$14,186.55	$0.00	$14,186.55
	GRAND TOTAL	$242,616.81	$550,874.07	$532,413.96	$873,865.92	$868,441.79	$449,759.42	$249,277.77	$388,707.70	$4,155,957.44	$0.00	$4,155,957.44

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MARLBORO HISPANIC ON ESTIMATE BRAND SUMMARY

SEPTEMBER 1997

ESTIMATE #		JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	HISPANIC TOTAL	GROSS CHANGE	PREVIOUS HISPANIC TOTAL
	HISPANIC POOL															
7037	(HSP) 10'6 X 36 BULLETN	$2,900.83	$2,900.83	$2,900.83	$2,900.83	$2,900.83	$2,900.83	$0.00	$2,900.83	$2,900.83	$2,900.83	$2,900.83	$2,900.83	$31,909.13	$0.00	$31,909.13
7036	(HSMP) BULLETIN	$64,898.04	$68,006.07	$68,006.07	$72,431.07	$72,431.07	$72,431.07	$68,488.74	$67,700.25	$67,700.25	$67,700.25	$67,700.25	$67,700.25	$825,193.38	$0.00	$825,193.38
		$67,798.87	$70,906.90	$70,906.90	$75,331.90	$75,331.90	$75,331.90	$68,488.74	$70,601.08	$70,601.08	$70,601.08	$70,601.08	$70,601.08	$857,102.51	$0.00	$857,102.51
	HISPANIC (DOP)															
7129	(HSOP) BUS SHELTER				$22,025.00	$27,625.00			$27,625.00		$27,625.00	$5,600.00	$27,625.00	$138,125.00	$0.00	$138,125.00
7171	(HSOP) 8 - SHEET				$37,340.11	$33,898.44	$25,247.47	$21,805.80	$55,876.33	$25,075.38	$59,145.91		$37,340.11	$295,729.55	$0.00	$295,729.55
7172	(HSOP) 30 - SHEET				$74,417.66	$70,897.33	$84,969.81	$76,788.48	$146,240.31	$86,415.31	$155,867.14	$4,661.00	$79,078.66	$779,335.70	$0.00	$779,335.70
		$0.00	$0.00	$0.00	$133,782.77	$132,420.77	$110,217.28	$98,594.28	$229,741.64	$111,490.69	$242,638.05	$10,261.00	$144,043.77	$1,213,190.25	$0.00	$1,213,190.25
	HISPANIC RACING															
7093	(HSOP) RACE - 8 SHEET		$3,318.75	$20,256.66										$23,575.41	$0.00	$23,575.41
7095	(HSOP) RACE - 30"SHEET		$5,159.55	$23,206.66										$28,366.21	$0.00	$28,366.21
7130	(HSOP) RACE - BUS SHELTER		$5,525.00											$5,525.00	$0.00	$5,525.00
		$0.00	$14,003.30	$43,463.32	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$57,466.62	$0.00	$57,466.62
	TOTAL	$67,798.87	$84,910.20	$114,370.22	$209,114.67	$207,752.67	$185,549.18	$167,083.02	$300,342.72	$182,091.77	$313,239.13	$80,862.08	$214,644.85	$2,127,759.38	$0.00	$2,127,759.38

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MARL AUTO RACING ON ESTIMATE BRAND SUMMARY

Sep-97

ESTIMATE #		FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	MARLBORO RACING	GROSS CHANGE	PREVIOUS MARLBORO RACING
	TAKEOVERS (CUT-INS)										
7012	(MLMP) MARLBORO SQUARES 30-SHEET	$4,818.34	$118,356.97	$11,069.88	$12,730.23	$27,868.65	$18,027.43	$44,816.41	$237,687.91	$0.00	$237,687.91
7017	(MLMP) BULLETIN - 19.5 X 48	$40,468.09	$97,711.84	$36,259.44	$42,007.98	$16,725.61	$65,458.51	$119,311.10	$417,942.47	($2,700.88)	$420,643.35
7023	(MLMP) MARLBORO POSTING (14X48)				$29,311.35			$24,087.73	$53,399.08	$0.00	$53,399.08
7141	(MLMP) BUS SHELTERS	$14,300.00							$14,300.00	$0.00	$14,300.00
		$59,586.43	$216,068.81	$47,329.32	$84,049.56	$44,594.16	$83,485.94	$188,215.24	$723,329.46	($2,700.88)	$726,030.34
	OUT-OF-POCKET										
7010	(AROP) BULLETIN 14'X48	$8,509.76	$139,217.52		$102,915.20	$4,867.50	$38,939.99	$170,946.54	$465,396.51	$0.00	$465,396.51
7094	(AROP) 30-SHEET	$25,797.74		$0.00					$25,797.74	$0.00	$25,797.74
7142	(AROP) TRANSIT - BUS SHELTER	$25,460.00							$25,460.00	$0.00	$25,460.00
		$59,767.50	$139,217.52	$0.00	$102,915.20	$4,867.50	$38,939.99	$170,946.54	$516,654.25	$0.00	$516,654.25
	GRAND TOTAL	$119,353.93	$355,286.33	$47,329.32	$186,964.76	$49,461.66	$122,425.93	$359,161.78	$1,239,983.71	($2,700.88)	$1,242,684.59

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ESTIMATE #	CLIENT BUDGETARY ITEMS -	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL CLIENT BUDGETARY	CHANGE	PREVIOUS CLIENT BUDGETARY
7001	TRANSIT- CORP. AIRPORT-BACKLIGHT DIORAMA	$860.00	$860.00	$860.00	$860.00	$860.00	$860.00	$8,900.00	$9,395.00	$9,395.00	$9,395.00	$9,395.00	$9,395.00	$61,035.00	$0.00	$61,035.00
7047	SPECIAL OUTDOOR PRODUCTION - STADIUMS			$15,866.20			$15,487.49		$11,376.66					$42,730.35	$0.00	$42,730.35
7077	SPEC PROMOTION MINOR LEAGUE BASEBALL PKS/VERTL	$1,411.43						$919.42						$2,330.85	$0.00	$2,330.85
7600	(MLMP) MARLBORO PAINTED WALL GRAPHICS PROGRAM									$17,476.78				$17,476.78	$17,476.78	$0.00
	SUBTOTAL	$2,271.43	$860.00	$16,726.20	$860.00	$860.00	$16,347.49	$9,819.42	$20,771.66	$26,871.78	$9,395.00	$9,395.00	$9,395.00	$123,572.98	$17,476.78	$106,096.20
	GRAND TOTAL	$2,271.43	$860.00	$16,726.20	$860.00	$860.00	$16,347.49	$9,819.42	$20,771.66	$26,871.78	$9,395.00	$9,395.00	$9,395.00	$123,572.98	$17,476.78	$106,096.20

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Sep-97

ESTIMATE #		JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL B&H	GROSS CHANGE	PREVIOUS MONTHS BILLING
	CORPORATE															
7005	(CORP) 14X48 BULLETIN				$5,621.71	$5,621.71	$5,621.71	$5,621.71			$5,621.71	$5,621.71		$33,730.26	$0.00	$33,730.26
7006	(CORP) 19'6"X48' BULLETIN POOL				$164,971.83	$164,971.83	$164,971.83	$164,480.16			$164,971.83	$164,971.83		$989,339.31	($0.00)	$989,339.31
7007	(CORP) 20'X60' BULLETIN POOL				$5,425.05	$5,425.05	$5,425.05	$5,425.05			$5,425.05	$5,425.05		$32,550.30	$0.00	$32,550.30
7092	(CORP) 30-SHEET POOL				$47,221.62	$47,221.62	$47,221.62	$47,221.62			$47,221.62	$47,221.62		$283,329.72	$0.00	$283,329.72
7140	(CORP) BUS SHELTERS				$12,205.00	$12,205.00	$12,205.00	$12,205.00			$12,205.00	$12,205.00		$73,230.00	$0.00	$73,230.00
		$0.00	$0.00	$0.00	$235,445.21	$235,445.21	$235,445.21	$234,953.54	$0.00	$0.00	$235,445.21	$235,445.21	$0.00	$1,412,179.59	($0.00)	$1,412,179.59
	OUT-OF-POCKET															
7011	(OOP) BULLETIN POOL				$290,794.95	$317,553.40	$316,287.85	$310,486.18	$8,604.16	$306,965.85	$3,961.85	$311,784.18		$1,866,438.42	$0.00	$1,866,438.42
7098	(OOP) 30 SHEET				$327,252.68	$327,252.68	$252,333.36	$260,541.89		$260,541.89		$260,541.89		$1,688,464.39	$0.00	$1,688,464.39
7111	(OOP) HAWAII MALL DIOS				$52,628.00	$52,628.00	$52,628.00	$52,628.00					$52,628.00	$263,140.00	$0.00	$263,140.00
		$0.00	$0.00	$0.00	$670,675.63	$697,434.08	$621,249.21	$623,656.07	$8,604.16	$567,507.74	$3,961.85	$572,326.07	$52,628.00	$3,818,042.81	$0.00	$3,818,042.81
	BLACK OOP															
7011	(OOP) BULLETINS				$18,888.09	$18,888.09	$18,888.09	$18,888.09		$18,888.09		$18,888.09		$113,328.54	$0.00	$113,328.54
7098	(OOP) 30-SHEETS				$98,090.96	$98,090.96	$70,696.45	$70,073.36		$70,073.36		$70,073.36		$477,098.45	($0.00)	$477,098.45
7103	(AA) 8-SHEET				$5,546.00	$5,546.00	$2,822.17	$2,822.17		$2,822.17		$2,822.17		$22,380.68	$0.00	$22,380.68
7104	(AA) 30-SHEETS				$84,580.41	$84,580.41	$68,321.01	$68,321.01		$68,321.01		$68,321.01		$442,444.86	$0.00	$442,444.86
		$0.00	$0.00	$0.00	$207,105.46	$207,105.46	$160,727.72	$160,104.63	$0.00	$160,104.63	$0.00	$160,104.63	$0.00	$1,055,252.53	$0.00	$1,055,252.53
	HISPANIC OOP															
7011	(OOP) HISPANIC BULLETINS				$48,232.69	$51,182.69	$51,084.15	$50,297.47		$47,347.47		$47,347.47		$295,491.94	$0.00	$295,491.94
7172	(OOP) HISPANIC 30-SHEETS				$77,819.02	$77,819.02	$60,936.16	$66,081.95		$66,081.95		$66,081.95		$414,820.05	$0.00	$414,820.05
		$0.00	$0.00	$0.00	$126,051.71	$129,001.71	$112,020.31	$116,379.42	$0.00	$113,429.42	$0.00	$113,429.42	$0.00	$710,311.99	$0.00	$710,311.99
	CLUB B&H															
7133	(OOP) BUS KINGS CLUB B&H					$102,525.00	$115,350.00	$91,900.00						$309,775.00	$0.00	$309,775.00
7134	(OOP) BUS SHELTERS CLUB B&H					$50,765.00	$18,400.00	$11,385.00						$80,550.00	$0.00	$80,550.00
		$0.00	$0.00	$0.00	$0.00	$153,290.00	$133,750.00	$103,285.00	$0.00	$0.00	$0.00	$0.00	$0.00	$390,325.00	$0.00	$390,325.00
	GRAND TOTAL	$0.00	$0.00	$0.00	$1,239,278.01	$1,422,276.46	$1,263,192.45	$1,238,378.68	$8,604.16	$841,041.79	$239,407.06	$1,081,305.33	$52,628.00	$7,386,111.92	$0.00	$7,386,111.92

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BASIC ON ESTIMATE BRAND SUMMARY

Sep-97

ESTIMATE #		JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	BASIC	GROSS CHANGE	PREVIOUS MONTHS BASIC
	CORPORATE POOL															
7005	(CORP) BULLETIN 14'X48'	$4,590.20	$33,608.35	$29,018.15			$33,608.35	$33,608.35		$33,608.35	$33,608.35			$201,650.10	$0.00	$201,650.10
7006	(CORP) BULLETIN - 19.5X48	$83,121.28	$146,342.22	$52,971.18			$143,288.97	$142,846.47		$143,288.97	$142,846.47			$864,705.56	($6,106.50)	$870,812.06
7007	(CORP) BULLETIN - 20X60	$15,816.92	$31,501.08	$15,684.16			$31,501.08	$31,501.08		$31,501.08	$31,501.08			$189,006.48	$0.00	$189,006.48
7092	(CORP) 30-SHEET	$31,088.11	$69,185.35	$38,099.24			$69,185.35	$69,185.35		$69,185.35	$69,185.35			$415,112.10	$0.00	$415,112.10
7145	(CORP) TRANSIT - TAXI TOP		$53,613.00	$53,613.00			$53,613.00	$53,613.00		$56,167.50	$53,613.00			$324,232.50	$0.00	$324,232.50
		$144,614.51	$334,250.00	$189,385.73	$0.00	$0.00	$331,196.75	$330,754.25	$0.00	$333,751.25	$330,754.25	$0.00	$0.00	$1,994,706.74	($6,106.50)	$2,000,813.24
	OUT-OF-POCKET															
7011	(OOP) BULLETIN POOL	$376,065.13	$716,511.52	$783,533.51	$426,379.07	$369,468.69	$779,639.52	$788,876.93	$368,169.70	$754,819.19	$638,524.35			$6,002,587.61	($197,136.63)	$6,200,024.24
7013	(OOP) BASIC 10'6"X36'			$21,970.61	$4,425.00	$4,425.00	$22,454.41	$21,038.41	$4,425.00	$21,038.41	$16,593.74			$116,370.58	($4,444.67)	$120,815.25
7018	(OOP) PREMIER PANEL 30-SHEET	$31,093.00	$41,536.06	$49,943.69	$31,093.00	$31,093.00	$41,536.06	$41,536.06	$31,093.00	$36,414.79	$22,331.58			$357,670.12	($24,325.77)	$381,995.89
7025	(OOP) 20 x 60 BULLETINS		$4,720.00	$4,720.00						$4,720.00	$4,720.00			$18,880.00	$0.00	$18,880.00
7028	(OOP) 19'6 X 48' CORP. BULLETINS		$53,828.69	$31,301.46			$30,119.51	$2,532.08		$26,239.26	$53,828.69			$197,846.69	$5,062.20	$192,783.49
7060	(IS) CONVENIENCE STORES BUS SHELTERS				$2,530.00	$2,530.00	$2,530.00	$2,530.00	$2,530.00	$2,530.00	$2,530.00			$17,710.00	$0.00	$17,710.00
7061	(IS) CONVENIENCE STORES 2-SHEETS				$10,120.00	$10,120.00	$10,120.00	$10,120.00	$10,120.00	$10,120.00	$10,120.00			$70,840.00	$0.00	$70,840.00
7098	(OOP) 30-SHEET	$558,572.55	$966,393.53	$1,004,181.53	$598,903.95	$538,026.77	$1,028,561.32	$1,021,283.67	$542,828.39	$997,200.85	$912,327.40	$10,886.98	$10,886.98	$8,190,053.92	($5,978.67)	$8,196,032.59
7178	(OOP) 30-SHEET (MEGA VOLUME)	$27,479.76	$37,195.10	$38,894.30	$28,217.28	$28,636.06	$40,257.20	$40,257.20	$26,636.06	$40,257.20	$38,297.42	$430.70	$430.70	$344,988.96	$0.00	$344,988.96
7190	(OOP) TRANSIT TRUCK STOP POSTERS		$14,889.50	$14,903.50			$14,875.26	$14,657.25						$59,545.51	$0.00	$59,545.51
7191	(OOP) TRANSIT TRUCK STOP PHONE FACTS		$47,355.03	$47,346.43			$47,356.74	$47,343.00						$189,401.20	($0.00)	$189,401.20
		$994,110.44	$1,882,437.43	$1,996,794.93	$1,101,668.28	$982,299.52	$2,017,450.02	$1,990,384.50	$985,802.15	$1,893,339.70	$1,859,271.16	$11,317.68	$11,317.68	$15,686,193.59	($226,823.64)	$15,793,017.13
	TOTAL	$1,138,724.95	$2,216,687.43	$2,186,180.66	$1,101,668.28	$982,299.52	$2,348,646.77	$2,321,138.95	$985,802.15	$2,227,090.95	$2,030,025.41	$11,317.68	$11,317.68	$17,680,900.33	($232,930.04)	$17,793,830.37

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VIRGINIA SLIMS ON ESTIMATE BRAND SUMMARY

Sep-97

ESTIMATE #		JANUARY	FEBRUARY	MARCH	APRIL	MAY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	VIRGINIA SLIMS 100'S	CHANGE VIRGINIA SLIMS	PREVIOUS MONTHS BILLING
	CORPORATE POOL													
7005	(CORP) BULLETIN - 14' X 48'	$5,621.71	$21,604.80	$30,521.87	$24,899.96	$29,079.13	$13,751.91	$30,110.64		$29,079.13	$26,981.67	$211,650.62	$0.00	$211,650.62
7006	(CORP) BULLETIN - 19.5 X 48	$164,971.83	$514,941.05	$581,456.28	$416,484.45	$414,958.32	$322,795.43	$474,868.26	$26,485.11	$400,214.22	$471,195.13	$3,788,370.08	($9,159.75)	$3,797,529.83
7007	(CORP) BULLETIN 20 X 60	$5,425.05	$143,752.47	$159,569.39	$154,144.34	$154,144.34	$69,187.33	$159,881.90	$2,472.10	$170,373.77	$125,381.36	$1,144,432.05	$0.00	$1,144,432.05
7092	(CORP) 30 - SHEET		$53,975.15	$87,249.17	$40,027.55	$40,027.55	$80,495.64	$53,975.15	$6,753.53	$40,027.55	$80,495.54	$483,026.93	$0.00	$483,026.93
7116	(CORP) TRANSIT PARKING GARAGE		$33,935.00	$33,935.00	$33,935.00	$33,935.00		$33,935.00	$1,490.00	$33,935.00	$32,445.00	$237,545.00	$0.00	$237,545.00
7140	(CORP) TRANSIT - BUS SHELTERS		$43,480.00	$43,480.00	$31,275.00	$31,275.00	$12,205.00	$43,480.00	$31,275.00	$31,275.00	$12,205.00	$279,950.00	$0.00	$279,950.00
7145	(CORP) TRANSIT TAXI TOP		$90,717.75	$90,717.75	$90,717.75	$90,717.75				$89,125.00	$89,125.00	$541,121.00	($8,791.75)	$549,912.75
														$0.00
		$176,018.59	$902,406.22	$1,026,929.26	$791,484.05	$794,137.09	$498,435.31	$796,350.95	$68,475.74	$794,029.67	$837,828.80	$6,686,095.68	($17,951.50)	$6,704,047.18
	OUT-OF-POCKET													
7011	(OOP) BULLETIN POOL		$106,127.51	$87,039.06	$46,883.03	$87,039.06	$87,039.06		$78,424.42	$78,424.42	$31,541.39	$602,517.95	$0.00	$602,517.95
7025	(OOP) 20X60 BULLETIN		$4,818.33									$4,818.33	$0.00	$4,818.33
7098	(OOP) 30-SHEET		$210,560.46	$182,608.75	$88,402.47	$182,054.96	$182,608.75		$144,510.63	$192,187.37	$71,406.07	$1,254,359.46	$0.00	$1,254,359.46
7111	(OOP) HAWAII MALL DIOS		$52,449.60	$52,449.60			$51,575.44	$51,575.44	$51,575.44	$51,575.44		$311,200.96	$0.00	$311,200.96
7146	(MLMP) TRANSIT TAXI TOPS									$0.00		$0.00	($96,324.00)	$96,324.00
		$0.00	$373,975.90	$322,097.41	$135,285.50	$269,094.02	$321,223.25	$51,575.44	$274,510.49	$322,187.23	$102,947.46	$2,172,896.70	($96,324.00)	$2,269,220.70
	ETHNIC													
7011	(OOP) BULLETIN POOL		$27,709.02	$23,295.82	$14,132.78	$23,295.82	$23,295.82		$21,531.38	$21,531.38	$7,398.60	$162,190.62	$0.00	$162,190.62
7098	(OOP) 30-SHEETS		$54,153.47	$50,038.05	$26,836.32	$49,811.07	$50,038.05		$39,182.89	$52,621.29	$19,004.53	$341,685.67	$0.00	$341,685.67
7111	(OOP) HAWAII MALL DIOS		$1,070.40	$1,070.40			$1,052.56	$1,052.56	$1,052.56	$1,052.56		$6,351.04	($0.00)	$6,351.04
		$0.00	$82,932.89	$74,404.27	$40,969.10	$73,106.89	$74,386.43	$1,052.56	$61,766.83	$75,205.23	$26,403.13	$510,227.33	$0.00	$510,227.33
	LEGENDS													
7100	(OOP) LEGENDS 30-SHEETS		$20,576.24		$61,318.68			$35,014.52		$32,282.83		$149,192.27	$0.00	$149,192.27
7136	(OOP) LEGENDS BUS SHELTER											$0.00	$0.00	$0.00
7137	(OOP) LEGENDS BUS KINGS				$105,190.00			$25,164.55				$130,354.55	$0.00	$130,354.55
		$0.00	$20,576.24	$0.00	$166,508.68	$0.00	$0.00	$60,179.07	$0.00	$32,282.83	$0.00	$279,546.82	$0.00	$279,546.82
	GRAND TOTAL	$176,018.59	$1,379,891.25	$1,423,430.94	$1,134,247.33	$1,136,338.00	$894,044.99	$909,158.02	$404,753.06	$1,223,704.96	$967,179.39	$9,648,766.53	($114,275.50)	$9,763,042.03

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Prepared by Leo Burnett USA

Source: https://www.industrydocuments.ucsf.edu/docs/kkfy0004

Sep-97

ESTIMATE #		JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL MERIT	GROSS CHANGE	PREVIOUS MERIT
	CORPORATE POOL															
7005	(CORP) BULLETIN - 14'X48'	$36,544.58	$2,950.00	$2,950.00	$31,968.15	$29,018.15	$23,259.76	$23,259.76	$48,737.91		$27,438.93	$31,968.15	$32,558.15	$290,553.54	$0.00	$290,553.54
7006	(CORP) BULLETIN - 19'6"X48'	$402,497.90	$14,575.94	$28,923.75	$81,694.93	$62,528.68	$337,574.30	$338,751.35	$320,775.05		$297,987.28	$87,465.51	$168,437.99	$2,129,412.68	($5,570.58)	$2,134,983.24
7007	(CORP) BULLETIN 20'X60'	$153,927.20	$28,882.46	$28,882.46	$44,566.62	$15,684.16	$181,744.04	$183,439.31	$155,503.11		$186,392.21	$48,991.62	$66,101.62	$1,093,214.81	$0.00	$1,093,214.81
7092	(CORP) 30-SHEET	$82,607.84		$37,755.07	$38,099.24	$38,099.24	$44,508.60	$6,753.53	$82,607.84			$75,854.31	$44,852.77	$451,138.44	$0.00	$451,138.44
7116	(CORP) TRANSIT - PARKING GARAGES	$33,935.00					$33,935.00	$33,935.00	$33,935.00		$32,445.00		$1,490.00	$169,675.00	$0.00	$169,675.00
7140	(CORP) TRANSIT - BUS SHELTERS	$31,275.00	$7,210.00	$7,210.00			$38,485.00	$31,275.00	$38,485.00			$7,210.00	$31,275.00	$192,425.00	$0.00	$192,425.00
7145	(CORP) TRANSIT - TAXI TOP	$144,330.75			$53,613.00	$53,613.00	$90,717.75	$90,717.75	$56,167.50		$89,125.00	$56,167.50	$56,167.50	$690,618.75	($7,199.00)	$697,818.75
																$0.00
		$886,118.27	$53,618.40	$105,721.28	$260,141.94	$188,943.23	$750,224.45	$708,131.70	$736,311.41	$0.00	$632,388.40	$307,657.09	$398,883.03	$5,017,139.20	($12,769.58)	$5,029,908.78
	OUT-OF-POCKET															
7011	(OOP) BULLETIN POOL	$68,234.22	$6,611.04	$68,926.72	$44,697.42	$7,866.67	$61,052.05	$48,434.09	$68,977.89	$68,948.39	$44,254.92	$72,665.39	$7,856.67	$567,547.47	$0.00	$567,547.47
7018	(CORP) PREMIER PANEL 30 SHEET	$10,443.06			$18,850.69	$10,443.06			$10,443.06			$10,443.06	$10,443.06	$71,065.89	$0.00	$71,065.89
7025	(OOP) 20"X60" CORP BULLETIN		$5,129.06	$5,129.06								$5,129.06		$15,387.18	$0.00	$15,387.18
7026	(OOP) 19'6 X 48' CORP BULLETIN	$30,119.51		$30,119.51	$30,119.51	$30,119.51		$30,119.51	$30,119.51	$30,119.51		$30,119.51	$30,119.51	$271,075.59	$0.00	$271,075.59
7098	(OOP) 30-SHEET	$313,276.12	$33,983.99	$286,903.12	$152,368.43	$98,793.50	$255,416.80	$108,110.48	$353,166.01	$140,751.32	$67,681.82	$351,053.80	$51,888.52	$2,211,393.91	$0.00	$2,211,393.91
7143	(OOP) TRANSIT - BUS SHELTER	$3,780.00		$3,780.00			$3,780.00	$4,000.00	$7,780.00	$4,000.00		$3,780.00		$30,900.00	$0.00	$30,900.00
7146	(MLMP) TRANSIT - TAXI TOPS										$0.00			$0.00	($96,324.00)	$96,324.00
		$425,852.91	$44,724.09	$394,860.41	$246,035.95	$147,222.74	$320,258.85	$188,664.08	$470,486.47	$243,819.22	$111,936.74	$473,190.82	$100,317.76	$3,167,370.04	($96,324.00)	$3,263,694.04
	GRAND TOTAL	$1,310,971.18	$98,342.49	$500,581.69	$496,177.89	$336,165.97	$1,070,483.30	$896,795.78	$1,206,797.88	$243,819.22	$744,325.14	$780,847.91	$499,200.79	$8,184,509.24	($109,093.58)	$8,293,602.82

2070232183

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PARLIAMENT ON ESTIMATE BRAND SUMMARY

Sep-97

ESTIMATE #		JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL PARLIAMENT	GROSS CHANGE	PREVIOUS PARLIAMENT
	CORPORATE POOL															
7005	(CORP) BULLETIN - 14' X 48'	$2,950.00				$2,950.00				$2,950.00			$2,950.00	$11,800.00	$0.00	$11,800.00
7006	(CORP) BULLETIN 19.5 X 48	$14,575.94				$14,575.94				$14,575.94			$14,575.94	$58,303.76	$0.00	$58,303.76
7007	(CORP) BULLETIN 20 X 60	$28,882.46				$28,882.46				$33,307.46			$33,307.46	$124,379.84	$0.00	$124,379.84
	SUB TOTAL	$46,408.40	$0.00	$0.00	$0.00	$46,408.40	$0.00	$0.00	$0.00	$50,833.40	$0.00	$0.00	$50,833.40	$194,483.60	$0.00	$194,483.60
	GRAND TOTAL	$46,408.40	$0.00	$0.00	$0.00	$46,408.40	$0.00	$0.00	$0.00	$50,833.40	$0.00	$0.00	$50,833.40	$194,483.60	$0.00	$194,483.60

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Not-On-Estimate
Brand Summaries

2070232185

Source: https://www.industrydocuments.ucsf.edu/docs/kkfy0004

NOT-ON-ESTIMATE BRAND SUMMARIES

Marlboro Maintenance Reserve
Corporate Bulletin Maintenance Reserve
1997 Direct Spending Recap
Philip Morris 1997 Extra Posting Reserves
Planned Not-On-Estimate Recap
Planned Reserve Recap

2070232186

Source: https://www.industrydocuments.ucsf.edu/docs/kkfy0004

PREPARED FOR: *PHILIP MORRIS*
MARLBORO POOL BULLETIN RESERVE

DATE PRESENTED: 23-Sep-97

REVISION - #7

1997

MARLBORO RED/LTS
MARLBORO POOL MAINTENANCE RESERVE

MONTHS	RESERVE	RED/LTS
January	$0.00	
February	$0.00	
March	$0.00	
	=========	=========
Total 1st Qtr.	$0.00	$0.00
April	$0.00	
May	$0.00	
June	$0.00	
	=========	=========
Total 2nd Qtr.	$0.00	$0.00
July	$0.00	
August	$0.00	
September	$0.00	
	=========	=========
Total 3rd Qtr.	$0.00	$0.00
October	$0.00	
November	$0.00	
December	$0.00	
	=========	=========
Total 4th Qtr.	$0.00	$0.00
TL 1997	$0	$0
PREVIOUS	$167,314	$167,314
DIFFERENCE	($167,314)	($167,314)
ORIGINAL TL RESERVE	$700,000	

MARLBORO.WK1

2070232187

Source: https://www.industrydocuments.ucsf.edu/docs/kkfy0004

PREPARED FOR: PHILIP MORRIS
CORPORATE BULLETIN POOL

DATE: 23-Sep-97

REVISION - #5

1997
CORPORATE BULLETIN MAINTENANCE RESERVE

MONTHS	RESERVE	MERIT	VIRGINIA SLIMS	E.S.H.	BASIC
January	$0.00				
February	$3,464.00				$3,464.00
March	$3,571.00				$3,571.00
	==========	========	======	=====	======
TL 1ST QTR	$7,035.00	$0.00	$0.00	$0.00	$7,035.00
April	$0.00				
May	$1,681.00	$1,681.00			
June	$5,844.00	$2,273.00			$3,571.00
	==========	========	======	=====	======
TL 2ND QTR	$7,525.00	$3,954.00	$0.00	$0.00	$3,571.00
July	$7,088.00	$2,273.00		$1,243.00	$3,572.00
August	$2,273.00	$2,273.00			
September	$3,571.00				$3,571.00
	==========	========	======	=====	========
TL 3RD QTR	$12,932.00	$4,546.00	$0.00	$1,243.00	$7,143.00
October	$7,846.00	$2,273.00	$2,002.00		$3,571.00
November	$3,000.00	$2,273.00	$3,000.00		
December	$8,273.00	$2,273.00	$6,000.00		
	==========	========	======	=====	========
TL 4TH QTR	$19,119.00	$6,819.00	$11,002.00	$0.00	$3,571.00
TL 1997	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
PREVIOUS	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
DIFFERENCE	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

ORIGINAL TL RESERVE	$95,000

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Source: https://www.industrydocuments.ucsf.edu/docs/kkfy0004

BRAND	1ST QTR	2ND QTR	3RD QTR	4TH QTR	TOTAL
MARLBORO (JAN-DEC)					
- SMOKING LOUNGES (JAN-DEC)	$25,000.00	$25,000.00	$25,000.00	$25,000.00	$100,000.00
- STADIA (Budget)	$1,125,000.00	$1,125,000.00	$1,125,000.00	$1,125,000.00	$4,500,000.00
- T O T A L	$1,150,000.00	$1,150,000.00	$1,150,000.00	$1,150,000.00	$4,600,000.00
G R A N D T O T A L	$1,150,000.00	$1,150,000.00	$1,150,000.00	$1,150,000.00	$4,600,000.00

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Source: https://www.industrydocuments.ucsf.edu/docs/kkfy0004

1997 EXTRA POSTING RESERVE

RACING X-POSTING RESERVE	
(MAR) BULLETIN 19.5X48	$32,261
(MAR) BULLETIN 14X48	$551
(MAR) SQUARE 30-SHEET	$27,650

SUMMER IMPACT - EXTRA POSTING RESERVE	
(MAR) BULLETIN 19.5X48	$27,344
(MAR) BULLETIN 14X48	$22,824
(MAR) BULLETIN 20X60	$10,154
(MAR) SQUARE 30-SHEET	$13,400
(MAR) BULLETIN - BACKLIGHT 20'X60'	$10,705
(MAR) PREMIER PANELS	$37,206
(MAR) HISPANIC 19"6X48	$3,664

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Source: https://www.industrydocuments.ucsf.edu/docs/kkfy0004

9/17/97

1997 CORPORATE EXTRA POSTINGS

BASIC EXTRA POSTINGS	TOTAL
CORP 14'X48' BULLETINS	$3,552
CORP 19'6"X48' BULLETINS	$20,372
CORP 20'X60' BULLETINS	$3,950
OOP 19'6"X48' BULLETINS	$792
OOP 20'X60' BULLETINS	$792
PREMIER PANELS	$9,450
BASIC TOTAL	**$38,908**

MERIT EXTRA POSTINGS	TOTAL
CORP 14'X48' BULLETINS	$3,119
CORP 19'6"X48' BULLETINS	$13,950
CORP 20'X60' BULLETINS	$8,695
OOP 19'6"X48' BULLETINS	$0
OOP 20'X60' BULLETINS	$300
PREMIER PANELS	$9,450
MERIT TOTAL	**$35,514**

VIRGINIA SLIMS EXTRA POSTINGS	TOTAL
CORP 14'X48' BULLETINS	$2,760
CORP 19'6"X48' BULLETINS	$46,547
CORP 20'X60' BULLETINS	$6,235
VIRGINIA SLIMS TOTAL	**$55,542**

PARLIAMENT EXTRA POSTINGS	TOTAL
CORP 14'X48' BULLETINS	$149
CORP 19'6"X48' BULLETINS	$842
CORP 20'X60' BULLETINS	$2,468
PARLIAMENT TOTAL	**$3,459**

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Source: https://www.industrydocuments.ucsf.edu/docs/kkfy0004

9/17/97

1997 CORPORATE EXTRA POSTINGS

MARLBORO EXTRA POSTINGS	TOTAL
CORP 14'X48' BULLETINS	$0
CORP 19'6"X48' BULLETINS	$400
CORP 20'X60' BULLETINS	$0
OOP 19'6"X48' BULLETINS	$3,531
OOP 20'X60' BULLETINS	$2,508
MARLBORO TOTAL	**$6,439**

BENSON & HEDGES EXTRA POSTINGS	TOTAL
CORP 14'X48' BULLETINS	$675
CORP 19'6"X48' BULLETINS	$22,696
CORP 20'X60' BULLETINS	$713
BENSON & HEDGES TOTAL	**$24,084**

2070232192

Source: https://www.industrydocuments.ucsf.edu/docs/kkfy0004

9/18/97

PLANNED NOT ON ESTIMATE

MONTH	COSTS	CTGRY	FROM: EST #	FROM: BRAND	TO: EST #	TO: BRAND	COSTS
Jun-97	($2,619.51)	(QOP) BULLETINS	7011	BASIC		CANCEL	
TOTAL:	($2,619.51)						

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Source: https://www.industrydocuments.ucsf.edu/docs/kkfy0004

9/18/97 BRAND PLANNED RESERVE TOTALS

MARL PROFILE 2000 (OOP)	$2,100.00	BUDGET
	$0.00	ON ESTIMATE
	$2,100.00	**RESERVE**

PREMIER PANEL 30-SHEETS (DCP)	$1,777,400.00	BUDGET
	$1,608,844.45	ON ESTIMATE
	$168,555.55	**RESERVE**

2070232194

Prepared by Leo Burnett U.S.A.

RESERVE.WK3

Source: https://www.industrydocuments.ucsf.edu/docs/kkfy0004

9/25/97

PLANNED NOT ON ESTIMATE

MONTH	COSTS	CTGRY	FROM: EST #	FROM: BRAND	TO: EST #	TO: BRAND	COSTS
Jun-97	($2,679.51)	(OOP) BULLETINS	7011	BASIC		CANCEL	
TOTAL:	($2,679.51)						
Dec-97	($3,147.00)	(MLMP) MARLBORO SQUARES - 30-SHEET	7012	MARLBORO		CANCEL	
TOTAL:	($3,147.00)						
Dec-97	($35,297.00)	(MLMP) BULLETIN - 19'6" X 48'	7017	MARLBORO		CANCEL	
TOTAL:	($35,297.00)						
Dec-97	($4,537.00)	(MLMP) BULLETIN BACKLIGHT 19'6" X 48'	7020	MARLBORO		CANCEL	
TOTAL:	($4,537.00)						
Dec-97	($15,045.00)	(MLMP) MARLBORO DCP PROGRAM	7022	MARLBORO		CANCEL	
TOTAL:	($15,045.00)						
Sep-97	($24,092.00)	(MLMP) MARL POSTING - 14' X 48'	7023	MARLBORO		CANCEL	
Oct-97	($24,092.00)	(MLMP) MARL POSTING - 14' X 48'	7023	MARLBORO		CANCEL	
Sep-97	($24,092.00)	(MLMP) MARL POSTING - 14' X 48'	7023	MARLBORO		CANCEL	
Dec-97	($24,092.00)	(MLMP) MARL POSTING - 14' X 48'	7023	MARLBORO		CANCEL	
TOTAL:	($96,368.00)						
Dec-97	($4,425.00)	(MLMP) BULLETIN - WALL	7031	MARLBORO		CANCEL	
TOTAL:	($4,425.00)						
Oct-97	($89,125.00)	(MLMP) TRANSIT TAXI TOP	7146	MARLBORO	7146	MERIT	$89,125.00
TOTAL:	($89,125.00)					TOTAL:	$89,125.00
Nov-97	($89,125.00)	(MLMP) TRANSIT TAXI TOP	7146	MARLBORO	7146	VIRGINIA SLIMS	$89,125.00
TOTAL:	($89,125.00)					TOTAL:	$89,125.00

2070232195

Source: https://www.industrydocuments.ucsf.edu/docs/kkfy0004

MID YEAR RENEWALS

BRAND	CONTRACT #	MONTHS	TOTALS
7012 (MLMP) MARLBORO SQUARES 30-SHEET	TXMIDL27-50	JAN '97	$835.83
7012 (MLMP) MARLBORO SQUARES 30-SHEET	TXMIDL27-50	FEB '97	$835.83
7012 (MLMP) MARLBORO SQUARES 30-SHEET	WISUPE01-51	DEC '97	$1,229.17
7012 (MLMP) MARLBORO SQUARES 30-SHEET	IACR--02-56	DEC '97	$1,680.52
7012 (MLMP) MARLBORO SQUARES 30-SHEET	MNMINN23-52	DEC '97	$1,130.83
7012 (MLMP) MARLBORO SQUARES 30-SHEET	MNMINN23-53	DEC '97	$1,130.83
		GRAND TOTAL:	$6,843.01

**NOTE: MID YEAR RENEWAL CONTRACTS ARE REFLECTED BY A 3% INCREASE

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Source: https://www.industrydocuments.ucsf.edu/docs/kkfy0004